

Subject: RE: July 15 Open House Event

From: Henna Sherzai </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=9D8B7A48897C4679862A37A0ABFF9955-HSHERZAI>

Date: 04/18/2017 01:39 PM

To: Cinnia C Finfer <cinnia@ladowntownnews.com>

CC: Michael Lamb <michael@downtownnews.com>

Hi Cinnia,

Thanks for the great chat yesterday! I think you hit all of the major points below. Our budgets are very tight because there is quite a bit of event production we need to cover.

We'll have \$5-10k available to spend across any platforms you recommend. My gut tells me we should skew more heavily towards Pasadena Weekly and Argonaut.

From: Cinnia C Finfer [mailto:cinnia@ladowntownnews.com]

Sent: Monday, April 17, 2017 5:44 PM

To: Henna Sherzai <hscherzai@downtownla.com>

Cc: Michael Lamb <michael@downtownnews.com>

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Hi Henna,

Glad we could meet after the meeting —that was a big chunk of time for you, really appreciate it. So helpful for David Comden to get a sense of the DCBID and Marketing Roundtable. We struck gold with added efficiency of having Walls and Paola there today.

The July 15 Open House Event is a great idea. I particularly like the element that attendees can design their path, as that has always been a pet peeve of mine, that any fully guided tour invariably focuses too much on something that isn't of great interest and gloss over something you come specifically to learn about.

My understanding that you are looking at a Mid June start of promoting the event with a goal of attracting 2,000 attendees. 10 properties are involved and "In-suite" programming being developed to further promote the DTLA lifestyle. Your primary target is people living outside of Downtown.

Could you give us a sense of the budget that is being allocated for this and also a sense of your interest of dialing in Pasadena Weekly and Argonaut into this effort?

Really excited to be working with you on this.

Cinnia

Cinnia Finfer

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